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## The challenges of contribution in electronic management applications as a mechanism for developing the tourism sector - the United Arab Emirates model-

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### Abstract:

This study aimed to know the impact of electronic management applications as a mechanism for developing the tourism sector in light of digital transformations and to know the changes that have been made in the modern tourism industry .The concluded that in modern technologies in the field of providing tourism services have become an urgent necessity for the tourism sectors, which forces them to adapt these services in order to provide high-quality electronic services, and to benefit from electronic applications due to their significant contribution to improving the provision of services to tangible benefits on the ground. We find that the United Arab Emirates model is a successful experience that could be emulated if the necessary infrastructure is available and then be adopted on the ground in expanding the use of information and communication technology.

**Keywords:** E-management, E-tourism, information and communications technology, United Arab Emirates.

**Jel Classification Codes:**G21, M15.

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## **1. Introduction:**

Interest in electronic management is increasing significantly around the world, as scholars have conducted research and shown active academic interest. There are many research studies that determine the impact of electronic management on the development of the service sector in general. However, there are few scientific researches that have attracted and addressed the topic of electronic management.

As a basic pillar in the development of the tourism sector, and in view of the new transformations and developments, especially with the current explosion of accelerated digitalization, the economic and social structure in the world has witnessed some important changes, especially due to the introduction of information and communications technology (ICT), as these technologies have transformed tourism at the global level and provided a group of the new opportunities for development, such as the ability to transform markets from local markets to global markets, which has made competition more intense in this sector and thus tourism institutions find themselves today forced to provide a distinguished tourism service to tourists compared to other competitors, through the introduction of a series of modern models, technologies and tools. It gets rid of traditional models so that this industry is able to compete.

The tourism industry is also considered the largest and fastest growing sector in the world, representing more than a third of the value of global services trade, and according to the international tourism report published by the United Nations World Tourism Organization (UNWTO) in 2020, the tourism industry reached 1,460 million international tourist arrivals. In addition, \$1,481 billion in international tourism revenues in 2019, as tourism exports grew faster than merchandise exports. This growth is expected to continue to shape the tourism sector along with digitalization and innovation in various tourism areas such as hotels, restaurants, travel agencies, and tour operators .

Electronic management is a major tool in the digital transformation program and reshaping the nature of tourism, because it has a direct impact on the tourist or visitor with regard to his tourism experiences. For example, we find that tourists today do not go themselves to tourist agencies, but rather it is enough only for them to book through their phone. Smartphone or through his computer, and from here the promoters and all the active parties in the tourism industry realized that the average tourist today has become an electronic consumer. Recently, information and communication technology applications have allowed tourists to change their behavior patterns, and this situation is not limited to flight and hotel reservations.

For not only tourists, but this goes beyond collecting visual and audio data about the characteristics of the destination and using it in the decision-making process regarding the destination. The gap between generations must also be taken into consideration because each age group responds to different messages and channels.

The expansion of the use of electronic management has led to a noticeable change in the structure of the tourism sector as a whole, as the information revolution and the development of the global information network have enabled direct communication between service providers and their beneficiaries without the need to resort to intermediaries. Thus, electronic management applications have become the basic building block for the development and development of the tourism sector. Powerful tools to participate in the global market, improve basic services, and enhance investment opportunities in them (Henri ,2003).

Based on what was mentioned above, we find that the decision to move towards activating e-tourism is not only a progressive act but also rather an inevitable choice in light of the digital transformation and the universality of business. Hence, given the importance of the topic and the multiplicity of its aspects, the following main question arises before us:

**What is the importance of applying e-management in the effectiveness of the tourism sector in light of the digital transformation of the UAE experience?**

To answer the problem raised, we raised the following sub-questions:

- What are the concepts of talking about e-management?
- What is the importance of using e-management applications in various fields?
- How is e-management applied in the field of tourism in light of the digital trend?
- The role of e-tourism and its relationship to e-management?
- How do e-management applications contribute to the tourism sector?

**1.1. Study hypotheses:**

The study hypotheses are a suggestion on the questions that were formulated in the study problem, and the hypotheses help researchers in directing their path during their research, which helps the researcher in controlling the study time as well as reaching accurate results about the research.

- There is a great possibility of applying e-management in the United Arab Emirates
- E-management contributes greatly to the modernization of traditional management in institutions.
- There is a correlation between the degree of application of e-management and the degree of its contribution to the modernization of the tourism sector.

**1.2.Objectives of the study:**

The main objective of this study is to highlight the importance of the contribution of electronic management applications to the development of the tourism sector in light of digital transformation, through:

- Establishing the theoretical aspect by giving definitions of the basic concepts related to the subject of the study and mentioning the variables of the study:
- Identify the importance of using electronic management:

## The challenges of contribution in electronic management applications as a mechanism for developing the tourism sector - the United Arab Emirates model-

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- Learn how to apply electronic management in the tourism field in light of digital transformation:
- Highlighting the impact of electronic management applications on the development of the tourism sector in light of digital transformation:
- Highlighting a model for using electronic management in the tourism sector of the United Arab Emirates.

### 1.3. Study Approach:

In view of the many aspects contained in the study, and with the aim of answering the problem raised and the sub-questions and analyzing the points included in the subject of the study, the descriptive and analytical approaches were adopted, which are based on describing the official data scientifically and then analyzing the relationship between the variables of the study, in order to reach results and conclusions, develop recommendations, and give solutions as suggestions.

### 1.4. Study Limits:

- **Subject Limit:** The current study is limited to activating the role of contributing to e-management applications as a mechanism for developing the tourism sector.
- **Spatial Limit:** The study will be applied to the United Arab Emirates as a model.

## 2. General concepts about the basics of the study

### 2.1. Electronic management

There is no precise and unified definition agreed upon for the term electronic management by researchers and thinkers interested in the field of management. Many definitions have been used because the concept of electronic management is a modern concept. Therefore, we find before us many concepts and contributions related to the definition of electronic management, and we will try to highlight and highlight the most prominent of them:

The historical development of electronic management was linked to the development of all types of means of communication and information technology and their spread in all institutions. As a result of this and to benefit from these technologies, institutions began to adopt new management systems to include many aspects of the organization's work. Many institutions expanded in improving and developing the administrative services provided, which represent Electronic administration, and what helped the development of this concept is the increase in administrative burdens on service institutions in general and the spread of electronic services and the services they contain, especially Internet services. To overcome this problem in its temporal and spatial dimensions, officials have the right to alleviate their burdens and distance themselves from routine by activating electronic administration. Many institutions of all forms and types have begun to adopt the concept of electronic management by displaying their services and models on their website (Kulkam, 2015, P253)

**Najm Abboud Najm defines it procedurally as:** “The administrative process based on the distinct capabilities of the Internet and business networks in planning, directing, and controlling the resources and core capabilities of the company and others without limits in order to achieve the company’s goals. (Najm, 2017, P120) “

Electronic administration can also be defined as “the use of various technological means of communication and information to facilitate the means for government departments to perform their electronic public services and communicate with those seeking to benefit from public utility services in a more democratic manner by enabling them to use electronic means of communication through a single portal. (Haim, 2002, P50) “

As Michel Kalika defines it as: “a set of seven processes fed by information systems on the basis of electronic technologies for information processing, and characterized by processes modified by electronic technologies and thus by modified skills. (Khalil, 2013, P63) “.

Electronic management is also defined as “the integration of tools based on new information and communication technologies within the company to improve its work, or it is electronic management that includes integration in all management processes, specifically finalizing, organizing, activating, and controlling the effects and opportunities of new information and communication technologies.” (Najlak,2012).

Electronic management is also defined as: the use of electronic means and technologies in all aspects of practice, organization, procedures, trade, advertising, and even non-administrative matters. It is the ability of organizations to manage organizational activities and internal and external services in a way that facilitates their provision and delivery to internal and external customers by faster means. (Curtin, Dennis, 2001).

Based on the above, the nature of electronic management can be defined as:

“A modern management strategy that relies on the capabilities offered by technological progress in information and communication technology, as well as business networks, in order to raise the level of performance and efficiency to achieve better management, including the ability to achieve the set goals“.

## **2.2. E-tourism**

The wider integration of digital technologies and the emergence of information and communications technology as well as the Internet have changed the way business is done around the world and in the tourism industry in particular, leading to the emergence of so-called E-tourism.

E-tourism is defined as those services provided by information and communication technology for the purpose of implementing and promoting tourism and hotel services across various open and closed networks, and used by all partners of the tourism sector, including institutions, bodies and individuals.

## **The challenges of contribution in electronic management applications as a mechanism for developing the tourism sector - the United Arab Emirates model-**

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The concept of e-tourism is considered one of the modern and contemporary concepts in tourism science, and according to researchers it can be defined as “those services provided by information and communication technology for the purpose of completing and promoting tourism and hotel services across various open and closed networks, relying on the principles and foundations of electronic commerce. (Kawash Khaled, 2013).

BUHALIS also defines it as the digitization of all processes and value chains in the tourism, travel, hospitality and restaurant industries, so that it enables tourism organizations and institutions to increase their efficiency and effectiveness. (Dimitrios Buhalis, 2002, P 08).

E-tourism, also known as travel technology or “e-travel”, refers to a phenomenon and field whereby the adoption of information and communications technology (ICT) by tourists and businesses changes the processes and value chains in the tourism industry, this development changes the process within a company or organization during the trade landscape. (Bing Pan, 2015).

### **2.3 .Information and Communication Technologies (ICT)**

ICT is an umbrella term that includes any communication device, including radio, television, mobile phones, computers, networks, satellite systems, etc., as well as various services and devices. ICT is also used to refer to the convergence of audiovisual and telephone networks with networks. Computer through a delivery system, ICT also refers to technologies that provide access to information through communications, that is, it is similar to information technology but mainly focuses on communications technologies, so this includes the Internet, wireless network, mobile phone and other means of communication. (K. Ratheeswari, May 2018) .

It means everything related to the technologies used in processing and transforming information, especially informatics (automated media), the Internet, long-distance communications, and all technological means that are used to exchange, process, exploit, and also reshape digital data that is able to pass through networks. As Simon Herbert believes, these technologies help make every information capable of reaching humans in oral or symbolic form, and available in computer-readable form, so that books and notes become stored in electronic memories by capturing, processing, retrieving and communicating information, whether in the form of data. Digital, text, audio or image. These technologies emerge through two basic phenomena: combining the written and spoken word, static and moving images, and wired and wireless communications, terrestrial and satellite, then storing and using information, and adopting the digital method to carry out these operations. (Alain Berduguo, 2002, P389).

### **3. Applications of electronic management in the tourism sector**

E-management has been considered a large umbrella from which various applications branch, including e-commerce, e-business and e-government. We find it more extensive in view of its uses in the public and private sectors, that is, more comprehensive and general. As for the common denominator between it and its

applications, it is in the use of information and communications technology alike. Under the strong waves of globalization, we find that information and communications technology has changed the way citizens and stakeholders interact, as well as the way business is conducted within organizations, and this is what we are witnessing today in the tourism sector, especially in its ability to interact and integrate with all e-tourism services. (Rabeh Al-Wafi, 2018, P33).

### 3.1. E-business for tourism

E-business plays a pivotal and vital role in revitalizing the tourism sector due to it being one of the most important effective means for business managers and sector managers due to its ability to collect information for the purpose of management and introducing businesses, products and services, and on the other hand due to its ability to enable tourists to request tourism and entertainment services at a lower cost and time without the need to Mobility for tourism agencies, and therefore electronic business has become an indispensable competitive factor. We can highlight some of the advantages of this application as follows (Ravindran Pathmanathan, 2019):

- **Electronic publishing:** by disseminating the collected information via multiple electronic media via the Internet in more than one language, with the aim of providing tourists with information and tourist offers while reducing costs and shortening time.
- **Collecting tourism data:** by collecting data from tourist offers, prices, and information maps.
- **Digitizing the collected data:** using various technological means.
- **The ability to obtain information about competitive services and their advantages:** in order to keep the tourist and hotel facility in a competitive position.
- **A means of competition:** to enter new or global markets.
- **Continuous innovation and renewal:** for the purpose of survival and competition.

### 3.2. E-government in tourism

E-government has enabled the tourism sector to be strengthened by providing a successful, transparent, efficient and effective travel experience at the regional and national levels. It has also provided many advantages and opportunities at the level of official and private government agencies, through several interactions and relationships between the government and stakeholders from various governmental and non-governmental agencies and parties. We can characterize these effective relationships as follows (Nadzeya Kalbaska, 2016):

- **From government to government:** The relationships and interactions that arise with other governments and public administration bodies, which are active inside and outside the country.
- **From government to citizens:** It represents the relationships and interactions with citizens living within the country, region, or other administrative unit concerned.

## The challenges of contribution in electronic management applications as a mechanism for developing the tourism sector - the United Arab Emirates model-

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- **From government to companies:** It represents relationships and interactions with companies that operate within the jurisdiction of public administration.
- **From the government to non-profit institutions:** represented by relationships and interactions with governmental that operate within the jurisdiction of public.
- **From government to employees:** It is characterized by relations with public administration employees.
- **From government to visitors:** includes individuals visiting the country, for example international travellers.

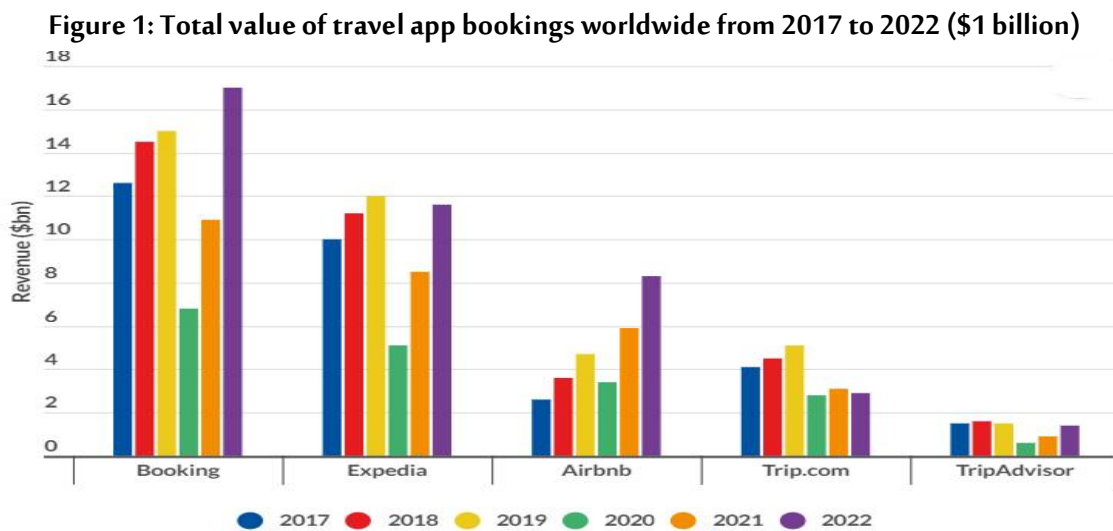
The e-government works to respond to the needs of beneficiaries by enabling them to obtain the necessary information from the official websites of the government's tourism sector with a high degree of reliability. The e-government also works to integrate tourist places with Google Maps, which facilitates the process of browsing and booking for tourists via the Internet to facilitate operations. Payment and others to save time, money and resources used and replace them with digital technological resources such as using smart cards in managing destinations, exchanging information, etc., which has made the tourism sector one of the most important income-generating sectors and generating revenues. (RavindranPathmanathaet all , 2021).

### 3.3. E-commerce in the tourism industry

In the past few years, there has been a huge change in the travel and tourism industry, and e-commerce has completely changed the concept of how people choose the way they travel. The concepts of consumer consumption have changed since everything is now technologically driven, and e-commerce for tourism is a phased innovation in the development of the tourism industry as A manifestation of the integration of e-commerce, as the latter has greatly influenced the development and development as well as enhancing the competitiveness of the tourism industry as it serves as an organic link and a link between the factors of tourist attraction for tourists on the one hand and tourism companies and tourists on the other hand in the tourism industry environment, which is on the As follows (Farrokh Mamaghani, 2009, P369) .

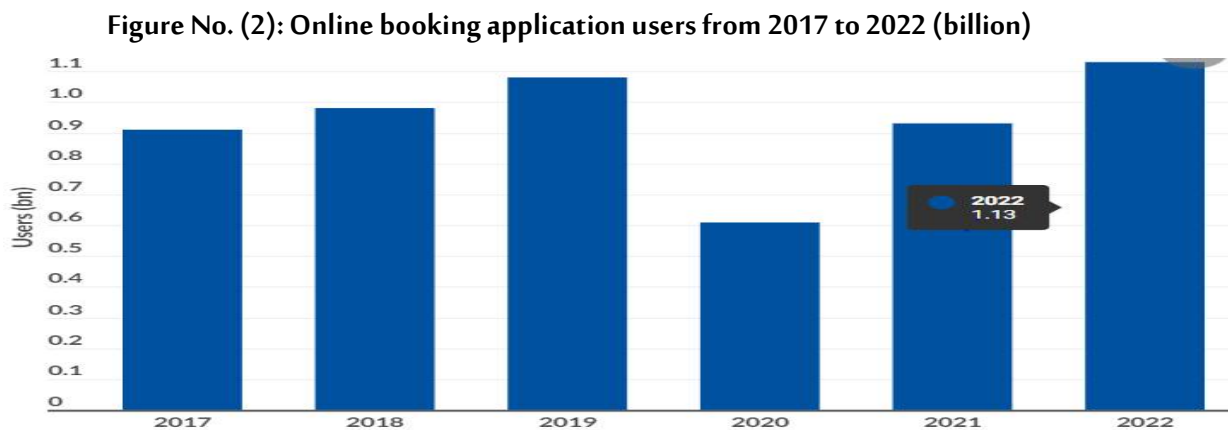
**Online reservation:** According to Lammer, electronic payment systems or electronicpayment systems can be defined as all payments that are initiated, processed and received electronically, and therefore we find that customers are no longer required to visit offices and travel agencies anymore, because the entire reservation system is Online with a payment system is possible so that each system works individually. This application can also be integrated, which helps in building and increasing business. One of the advantages of this system is that it facilitates searches for regular and tourist trips and also allows tourists to view and compare the prices of services among themselves.

Below we review the value of travel revenues through the application of total reservations for travel applications around the world from 2017 to 2022 (Figure No. 1), in addition to users of the online reservation application from 2017 to 2022 (billion) (Figure No. 2).



Source: <https://www.businessofapps.com/data/travel-app-market/> Consulted on 25/11/2023.

Figure (No. 1) shows that Booking Holdings is the largest online travel agency company by revenue in 2022. The three largest companies saw revenue growth exceeding 60% last year.



Source: <https://www.businessofapps.com/data/travel-app-market/> Consulted on 15/11/2023.

There were over a billion travel app users in 2022, with nearly 1.5 billion people taking trips around the world and over 75% of them using a smartphone or website to book.

- **Personal customer service:** Modern e-commerce technologies have transformed the sales channels of traditional direct communications with customers into modern technological communications via the Internet remotely, based on data provided by the customer, such as the customer's name, the customer's birthday, the customer's gender, and the purchasing pattern. Based on these details The company can provide customized services to its customers, from sending birthday discounts to providing product recommendations based on the customer's preferences. Providing personalized services, as this strategy increases sales by offering more of what customers want to receive and this unique feature also increases the possibility of converting a visitor into a subscriber. (Xiaochen Xiao, 2022, P 384).

## The challenges of contribution in electronic management applications as a mechanism for developing the tourism sector - the United Arab Emirates model-

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- **Increase brand awareness at the national and international levels:** International customers can be attracted by publishing basic information about your brand on your website blog or social media networks. For this reason, hotel owners resort to various elements of the marketing mix to promote and increase brand awareness locally and internationally.
- **Retargeting:** Retargeting is used to track customers who have left the sales funnel for any reason. It is a strategic way to remind the customer of goods or services they were previously interested in, which helps them return to the site to complete the action, i.e. book a room or service. There are many options for setting up retargeting.
- **The use of virtual reality technology in the hospitality industry:** While many modern virtual reality applications are entertainment-based, companies are increasingly dealing with the potential of VR as a marketing tool, presenting important information to potential customers in a way that enables them to actually experience it by stimulating multiple senses. . In the tourism industry, VR has become particularly important due to the amount of information the average customer needs before they book a hotel room. Instead of reading descriptions that may or may not be trustworthy, it offers customers the opportunity to experience things for themselves.
- **For example,** we find that virtual travel experience technology is one of the most common uses of virtual reality in the hospitality sector to date, which is the creation of virtual travel experiences using 360-degree video technology. Through this technology, users and customers can experience virtual recreation of different aspects of life. Traveling via a virtual recreation of a hotel room, or a look at a nearby attraction, allows the hotel industry to capitalize on the type of “try before you buy” marketing that has been popular in the food industry for decades.
- **Supply chain:** E-commerce systems have a significant impact on value chains by bringing about important changes in the method of performing value activities, which are represented in a network of sellers who provide the initial components necessary to make a product or provide a service, so the goal is to improve the way in which the company finds Process those raw ingredients efficiently and effectively and then deliver the product or service to the customer. (Nikolay Dragomirov, 2020, P 252).
- **Customer access to information:** According to Buhalis, the ability to access detailed information helps travel consumers by making the product more realistic in their minds, as e-commerce enables potential customers to find all the information about any site related to the hospitality industry. This allows many Hospitality companies allow their customers to pre-book the requested room, pay online, and receive all arrival details via email. With this information, one saves time and improves the overall travel experience.

- **Managing periods of recession:** E-commerce today has proven its importance in light of the periods of recession that befell most sectors as a result of the health crises that the world has gone through in recent years in the rapid recovery from recessions during crises, which was proven by the Corona pandemic, so e-commerce applications with their ideal solutions have become the ideal haven. In economics and in the tourism industry in particular.

#### 3.4. The impact of e-commerce on tourism development

The emergence of e-commerce in the tourism services sector is undoubtedly a phased innovation in the development of the tourism industry, as e-commerce has provided many opportunities and clearly an important specific treatment for organizational competitiveness and efficiency by enabling various tourism services (accommodation service, catering service, transportation service, Companies, travel and tourism agencies, procurement services, tourism entertainment services) are able to increase its market share and expand its ability to initiate tourism innovations, which contributes to increasing sales, revenues and profits, which is ultimately reflected in increasing the added value of the tourism sector in the gross domestic product.

E-commerce has also created A revolution in operations within the tourism distribution channel and enabled the tourist consumer and tourism workers to obtain all data and information about the tourism product from different markets, destinations and options in a better way than what he needs through the Internet and various information and communication technologies using their mobile phones and computers, whether from their workplace or from their homes. (Bhavik Umakant, 2016, P4-6).

- **Increasing the market share of the tourism and travel service:** The market share of the tourism institution represents one of the most important indicators that enhance its competitive position in the market, as it expresses the percentage achieved by the tourism and travel company in terms of increasing the number of customers and target segments by providing new services that meet the desires of the market sector for various tourism services and hotel. (Hebatullah Atef, 2019,P128).

- **Geographical expansion in the tourism and travel market:** This means entering new markets in various countries of the world and increasing the number of customers who use electronic methods to obtain the service through dealing in e-commerce and the resulting disappearance of geographical borders and entry into global competition.

- **Developing the tourism and travel service:** means what the tourism and travel company can add through its dealings with e-commerce to the tourism and travel service in order to compete globally, which can be through a faster response in providing the service, ease of reservations, ease of payment mechanism, and provision of information. Better in terms of tourism and travel service.

## The challenges of contribution in electronic management applications as a mechanism for developing the tourism sector - the United Arab Emirates model-

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- **Tourism and travel service price:** means the impact of e-commerce on the price of the service provided to customers. (Zakaria Ahmed, 2010).
- **Short distribution channels:** It is the effect of e-commerce on the method or means by which the service is delivered to the customer (booking and communication) by dealing directly with the travel and tourism company through the company's website, without resorting to intermediaries providing the service from tour operators.

### 3.5. Principles of electronic tourism marketing

Electronic tourism marketing is defined as the contemporary and advanced method followed by tourism agencies using various technological tools, means and applications to facilitate the establishment of commercial relationships through the Internet with the aim of displaying all tourism products and services provided by tourism organizations at home and abroad, with the aim of raising the level of efficiency and effectiveness in marketing so that it becomes The tourist is the main focus of tourism marketing activity.

The tourism sector also works in light of information and communication technologies to study the behavior and trends of customers in order to direct and develop travel services based on customers' preferences and to develop new and advanced marketing techniques for tourist segments and types. Therefore, we find e-marketing to be the modern image that goes beyond traditional methods of marketing tourism products.

It can be defined as "employing electronic marketing tools to display tourism services and information provided to tourists using modern technological and electronic methods in order to activate the work of tourism suppliers and reach more effective facilities for tourist customers."

### 3.5. The importance and standards of electronic tourism marketing

The importance of electronic tourism marketing highlights that this type of marketing, like any other marketing field, includes a set of standards on which the success or failure of the marketing process depends. The tourism marketing standards are as follows (JahidaMalouk, 2014, P186):

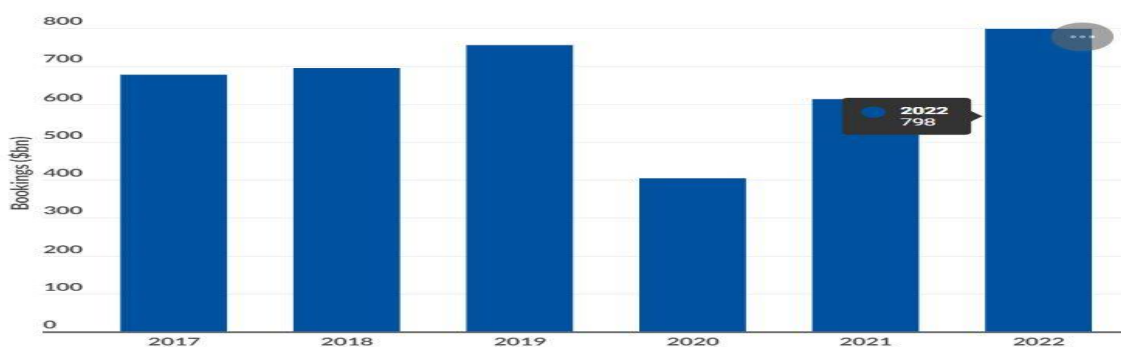
- **The tourism product provided:** Before the tourism entity or company provides its services, it must first ensure that this service is appropriate and satisfactory for the potential category of customers. It must also be compared to other services provided by competitors in the same field, and try to make the greatest possible effort to make this service better and of higher quality than others. Offered by the largest competitor, it is also necessary for this service to keep up with updates in the tourism industry.
- **The price offered for the tourism product:** The party responsible for the marketing campaign must periodically examine and study prices on an ongoing basis, and re-establish and evaluate prices in exchange for the services it provides, in order for them to be more appropriate to the reality that the tourism market is

experiencing at the present time, and the continuous display of new services also contributes to the prosperity Tourism marketing. It is also preferable to apply the package system to all different trips and travel destinations.

- **Promoting the product:** Here comes the real role of demonstrating good marketing skill, which is the most important item that determines whether the promotion of these services will succeed or not, as some very simple additions and innovations made by the marketing team to the advertisements and advertising campaigns presented in the tourism market can be the reason behind a radical change. There is a difference in the results and reactions to this advertisement. (I GdePitana, 2016, p117).

Which in turn contributes to the possibility of achieving the desired goals of the advertising campaign quickly and highly efficiently. These advertisements and various other promotional methods have the role of encouraging existing customers as well as potential customers to travel and take advantage of these services that the company offers in an attractive and appropriate way for customers, thus attracting their attention and curiosity to engage in... Experience. We have collected data and statistics about the online travel reservation market, as shown in Figure 03.

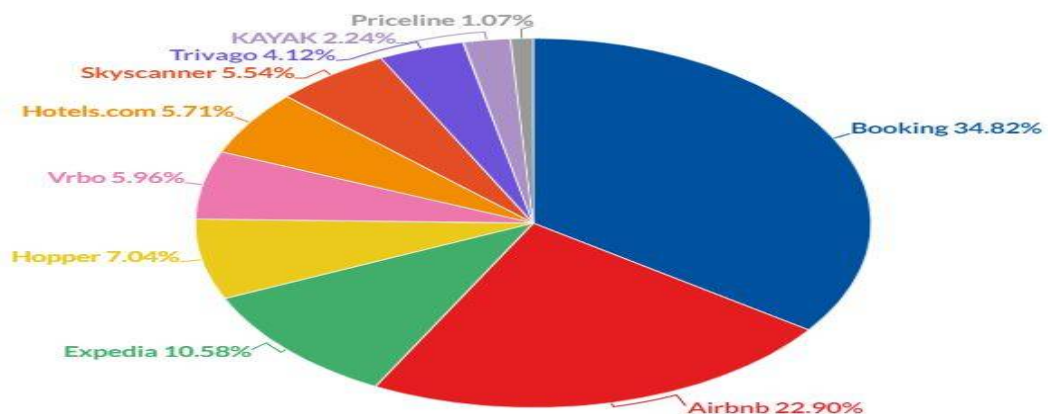
**Figure 3: Total value of travel app bookings worldwide from 2017 to 2022 (\$1 billion)**



Source: <https://www.businessofapps.com/data/travel-app-market/> Consulted on 09/11/2023.

Annual online travel reservations in 2022 exceeded the peak recorded in 2019 with a booking volume of \$798 billion in 2022, as shown in Figure 03.

**Figure No. (4): Share of online booking application in the global market 2022 (%)**



Source : <https://www.businessofapps.com/data/travel-app-market/> Consulted on 11/11/2023.

## **The challenges of contribution in electronic management applications as a mechanism for developing the tourism sector - the United Arab Emirates model-**

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From the figure, we also find that the largest market share among travel booking applications around the world was for Booking.com, as it is the most used travel application around the world in 2021, with a market share of approximately 35%. While Expedia increased its share, while Airbnb took a step back, as shown above.

One of the popular flight and hotel booking applications is the Hoppers application, which is a huge database containing trillions of entries of past flight prices, and relies on machine learning algorithms to predict hotel and flight prices while providing personalized recommendations to users about the most appropriate time to book their flights (DAVID CURRY,2024).

### **4. The United Arab Emirates model**

The emergence of new technology in recent years has led to the emergence of smart cities based on information technology with an effective and highly efficient system. We also find that current tourism depends on the introduction of various tools and applications from electronic technologies to tourist attractions, which have become the key to most tourist tools and sites in the tourism industry for tourist destinations. Civilized and advanced.

#### **4.1.Introduction to the United Arab Emirates model**

The United Arab Emirates has worked intensively in recent years to invest, whether by government agencies, Emirati investors, or investors from all countries of the world, to build infrastructure that includes all sectors. Products in the tourism industry have been developed to ensure and provide the finest experiences to tourists, and tourism constitutes a major sector within The national economy, and government agencies are looking to increase its contribution to the gross domestic product, and thus the countries where the travel and tourism sector contributes to the gross domestic product at a rate of 9%, and ranked 25th globally in the travel and tourism development index, and in 2022 the revenues of the tourism sector reached 167 billion dirhams, and thus it will be The UAE has achieved a prominent position in the tourism and travel sector, regionally and internationally, which is confirmed by its obtaining first place in the Arab world in terms of the volume of spending in the tourism sector (tourism UAE, 2022).

The UAE is interested in the tourism sector as it seeks to implement electronic digital management as one of the most important strategic goals. It has launched a group of initiatives aimed at modernizing and developing the tourism and travel sector, enhancing its contribution to creating more tourism investments that attract more tourists and expanding the scope of activities in developing landmarks. Tourism and increasing its market share.

The UAE is considered one of the best tourist destinations in the world and is an ideal destination for cultural, artistic, and historical tourism. It possesses enormous and diverse components, starting from the multiplicity of its attractive environments and the richness of its capabilities, through providing many options for its visitors, and attending and enjoying all the elements of entertainment in addition to the various events and

activities and what it provides. Of unique experiences for its visitors.

The UAE also offers an integrated and diverse tourism product that includes eco-tourism due to its natural sites, reserves, oases and mountains that turn into a green paradise in the winter. The UAE is also famous for desert tourism, which offers visitors the opportunity to practice many recreational activities in the country's deserts, such as the Rub' al-Khali desert and deserts. Dubai such as safari and others.

In the cultural and heritage tourism sector, the Emirates is full of many historical and heritage sites and various museums. The beach tourism sector is witnessing growing momentum, as it allows visitors to enjoy marine and beach sports, taking advantage of the UAE's mild spring weather.

The UAE has been keen to use electronic management applications to provide government services with the required speed, as well as services designed according to the desires of customers, as the UAE has one of the best communications networks in the world, as well as an advanced technological infrastructure, as the country has a unique global leadership position, especially in terms of the fifth generation network "5G", which provides superior levels of coverage and quality of performance.

The evaluation and measurement operations carried out by the Telecommunications Regulatory Authority and the Digital Government have proven the quality of the telecommunications network, as they showed that the percentage of interruptions in mobile phone calls does not exceed 0.25%, which is a percentage that is four times less than the standard percentage known among the major network operating companies.

In the telecommunications sector globally. The UAE was the first to provide third-generation and fourth-generation mobile networks in the region. It was also one of the first countries in the world to begin testing fifth-generation networks, and for its sake it invests in the latest future solutions and technologies such as device-to-machine communication (M2M) solutions. and the Internet of Things (IoT), (Annual report, 2022).

#### 4.2 .Electronic management applications in Dubai and Abu Dhabi

Among the goals it seeks to make the emirate a digital city is to transform about 1,000 government services into electronic services for the main important sectors: such as transportation, infrastructure, communications, financial services, city planning, electricity, open and easy access to data, smart transportation, and optimal exploitation of energy resources. , smart parks and beaches, smartphone apps for police, and a new, 5D main control room that will serve as the central operations center.

The Digital City relies on bringing together all government agencies to become one institution and providing comprehensive services to customers in an easy and effective manner. It includes the use of smart applications and devices across three axes:

- **The first axis: Smart life**, which depends on the sectors of health, education, mobility, communications, public utilities, and energy services.

## **The challenges of contribution in electronic management applications as a mechanism for developing the tourism sector - the United Arab Emirates model-**

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- **The second axis: The smart economy**, which depends on smart companies, port services, a smart stock market, and smart jobs.
- **The third axis: Smart tourism**: which depends on entry visas, flights, smart gates, and smart hotel services.

### **4.3 .Using the Senior app and Smart Drive to move within the emirate**

Tourists in the UAE can move from one location to another easily using the Senior application to locate various places, destinations, and tourist attractions through a Makani number, address number, postal code, or name of the destination. The Smart Drive application also enables you to plan trips without the need for an Internet connection. (SMART CITIES,2022).

- Senior is the first smart application in the entire Emirates with a unified addressing and spatial guidance system. What distinguishes this application is the accuracy of the electronic navigation information that it provides. It also collects the characteristics of the most prominent local guidance programs that include my location, my address, zip code, and shortening distances and time .
- Smart Drive provides drivers with a GPS navigation window for guidance during trips without the need to activate the data package on mobile devices. The most important services provided through the application include informational cartographic and traffic guidance in audio and video formats, automatic route redirection, in addition to alerting drivers of the maximum speed while driving. The application covers all parts of the UAE, ( Smart Dubai, 2021).

### **4.4 .Initiatives of the United Arab Emirates that are leading the way in digital transformation**

Sheikh Mohammed bin Rashid Al Maktoum, Prime Minister of the UAE, launched the national domestic tourism campaign “The Most Beautiful Winter in the World” in its fourth session of 2024, which comes within the domestic tourism strategy in the UAE that he launched in December 2020, which aims to develop a tourism system. Integration at the state level to regulate local Emirati tourism.

In its previous cycle, the campaign continued to achieve tangible positive results, compared to its first cycle, as it achieved an increase in the third cycle by 8 percent, compared to the second edition, reaching 1.4 million tourists, and the number of people reached by the campaign around the world reached 190 million people, and views of the campaign content reached 159 million views.



## **The challenges of contribution in electronic management applications as a mechanism for developing the tourism sector - the United Arab Emirates model-**

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booking process and method for travel to various tourist sites, etc., effectively, which has helped the tourism industry greatly in the way citizens and companies interact.

Governments compete at the global level by providing distinguished tourism services. We also tried to present one of the most important pioneering international experiences in the field of e-tourism. The United Arab Emirates has been able to take giant steps in upgrading the tourism industry globally.

We also tried to present a number of recommendations that we can take into consideration in order to advance this sector

- Ensuring the preparation of clear and specific strategies for developing tourism departments, while setting realistic goals to be achieved in order to work on implementing that strategy at the level of the tourism sector.
- Paying attention to the formation and training of the human element working in the departments of official tourism agencies by developing training programs on the latest uses of information technology in the field of tourism management, while providing the necessary incentives to encourage workers to deal with modern technology.
- Updating the information and communications technology infrastructure in official tourism devices, with the full conviction of senior management in the ability of information technology to develop these devices, and this will then be reflected in the tourism sector in general.
- Working to develop tourism marketing websites affiliated with official tourism bodies, using smart tourism technologies.
- Working to provide foreign tourism offices with all information applications in order to facilitate the process of carrying out their administrative and marketing work with the greatest possible degree of efficiency and effectiveness.

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